

# Countryside Jobs Service

*THE Countryside Specialists since 1994*

**CJS** - The Original, the Biggest & the Best in the field

## Advertisers Information Pack

Established in July 1994 as a jobs bulletin newsletter Countryside Jobs Service or CJS is the oldest such service for the countryside and conservation sectors.

There are two recruitment based publications produced under the CJS banner each with a different target audience. CJS has an extensive, well used website, countryside-jobs.com. Our readership is comprised of countryside, conservation and environmental professionals at all levels including those just starting in the profession.

CJS is an ethical business publishing free and low cost information to promote countryside careers in the UK.

CJS Weekly and the website also carry volunteer opportunities, apprenticeships and training placements.

Our readers are across the UK. The website is open access and does sometimes attract international readers. We advertise vacancies based anywhere in the UK.

In addition to recruitment advertising the website also carries Training and Classified advertising sections. It is possible to advertise in both free of charge, paid options are available for greater prominence, please ask for more details. You may also advertise training and events in CJS Weekly and Monthly. Classified adverts are carried in CJS Monthly.



CJS is endorsed by and is the official jobs service for the ranger associations of Scotland, England and Wales.

### How to contact us:

**Email:** [ranger@countryside-jobs.com](mailto:ranger@countryside-jobs.com)

**Tel:** 01947 896007

**Fax:** 01947 896474

**Post:** CJS, The Moorlands, Goathland, Whitby, North Yorkshire YO22 5LZ

### How to send copy to us:

**Linage:** as a text file by email. We will also accept submissions by post or fax.

**Display:** PDF (hi-res or print optimised) by email. If you work on PCs then most Office files are acceptable, please send copy by fax to confirm layout.

**Logos:** as GIF, JPEG or PDF by email.

### **Our advertisers say:**

- A fast, efficient service, we always get a good response to adverts with CJS. (Government Agency)
- It's a simple but effective system for getting the advert out to the industry - sort of the 'Ronseal effect', straight forward and does exactly what it says on the tin! (County Wildlife Trust)
- Applicants via CJS usually have a better idea of what the post entails. (Borough Council)
- CJS adverts work well, it's good to advertise for staff without massive costs. (private country estate)

100% of advertisers<sup>†</sup> will use CJS again.\*

81% of advertisers<sup>†</sup> say the response is as good as other publications.\*

51% of advertisers<sup>†</sup> say the response is better than from other publications.\*

92% of advertisers<sup>†</sup> say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2010.

<sup>†</sup> Advertisers placing paid adverts.

### **Our readers say:**

- ◆ It's an excellent publication. (Country Park)
- ◆ An excellent source of current job vacancies within the environmental sector, ranging from volunteers to directors.
- ◆ CJS is the best thing since organic GM-free, Soil Association approved wholegrained sliced bread!

Type of jobs	Percentage of posts advertised during 2010
Administration	2.1
Arboriculture	9.7
Countryside Officer, includes policy & decision makers.	3.4
Community project work	5.8
Countryside Ranger	12.2
Ecology and biodiversity	10.0
Education and training (includes lecturers in higher and further education)	6.4
Environmental Education and Interpretation	4.9
Farm conservation / management	2.6
Field sports	2.0
Engineer, Geologist, Landscape Engineer	0.2
Horticulture	1.8
Manual workers	1.3
Manager, Director, Chief Executive level vacancies	3.6
Project Officer / work [not sustainability projects]	7.0
Promotion, fundraising and membership recruitment	6.9
Research	5.0
Public Rights of Way / access posts	0.7
Rural regeneration	0.7
Sustainability Projects	1.7
Student Placements & apprenticeships	3.4
Volunteer Co-ordinators and youth work	2.9
Visitor services	2.8
Waste minimisation, recycling, pollution control	0.6
Wildlife and Zoology work (not research)	3.4
Miscellaneous, unusual posts not normally within CJS remit	3.0

## **WEBSITE ADVERTISING: CJS Online**

**First Published:** July 2000

**Availability:** Is freely available worldwide every day, readers do not need to register.

**Readership:** The site as a whole had around 40 million hits during 2010, equivalent to approximately 2.6 million page loads. The main jobs section had a monthly average of 77,300 page impressions by 52,900 unique users.

11% of readers also subscribe to CJS Weekly. 24% visit daily, 35% several times a week and 28% average one visit per week.

**Why choose CJS Daily Online:** For speed, adverts are online within one working day and usually the same day. We can embargo adverts until a specific date to correspond with your campaign. CJS Daily Online is much more flexible than the paper copies.

Package includes free hyperlinks to email and web addresses, brief details in the daily bulletins (sent by email, RSS, twitter, facebook and linkedin) also edited details of the vacancy will appear as standard free linage in the next available edition of CJS Weekly where deadlines permit.

Adverts stay online for up to four weeks or until the closing date whichever comes sooner. Longer runs by arrangement.

**Published:** Every weekday (including Bank Holidays) except Christmas and New Year.

**Deadlines Booking:** none

**Copy:** none

Please note last daily update is at 4pm each day.

**Rates:** + VAT @ standard rates

**Linage** 200 words £50

Additional words per 100 £22

**Logo** £40 each

**Full Display ads: Regular sizes**

Size	Dimensions (h x w, mm)	Cost
1/4	120 x 80	£120
1/2	120 x 170	£240
Full Page	250 x 170	£480

Other sizes are accepted, please ask for a quote.

### **Enhance your advert:**

**Job of the Day:** banner for Job of Day, links direct to your advert. Cost £35

Sample:

<b>Job of the Day: Monday 1 January</b> Countryside Ranger with CJS
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**Job of the Day with logo:** £60

**Job Specification / application form:** We can host your Job Spec as a downloadable / printable PDF linked to your advert. Cost from £40 per document.

**Extra logos:** Add your logo to your thumbnail listing for display adverts. Cost £40

Add your logo to your free standard linage in CJS Weekly. Cost £40

### **Additional online recruitment advertising options:**

**Microsite:** all your online adverts with CJS in one place.

Cost £35 per month plus initial set up £50. Minimum term three months.

**Boost your microsite or employer profile** by adding a logo to the listing. £40/month

### Reader profile:

#### **Countryside Ranger / Warden and Countryside Officer**

posts are of interest to over 80% of the web users and form the main area of interest for more than half.

**Arboriculture** is of interest for a 1/3 of readers and for 6% is the main focus.

**Rights of Way and access** is the main search area for 9% of readers and is of interest to 65%.

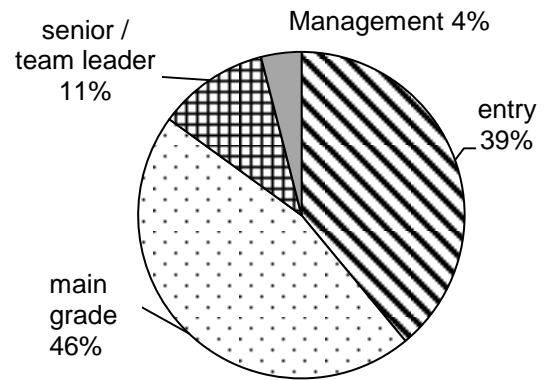
**Zoology, Working with wildlife and animals** (not research) is of interest to 71% of users and is the main focus for 18%. 60% of users would like to see more animal related posts.

**Ecology** is of interest to 80% of readers and forms the main focus for 41%

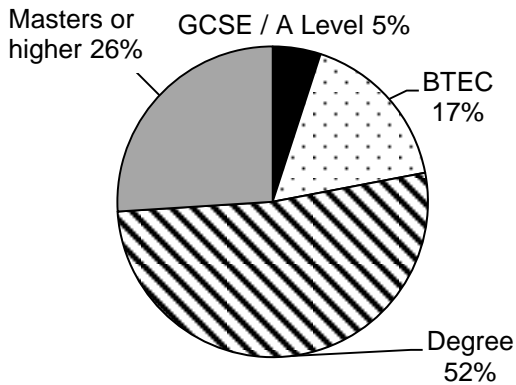
**Environmental education** is the major search area for 25% of users and is of interest to 75%.

**Community involvement and project work** is the main area for 17% of readers.

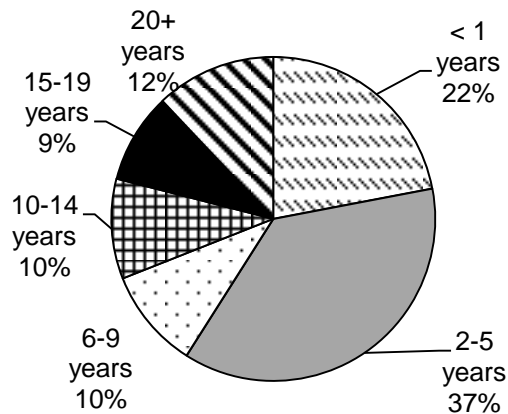
### **Next post preferred grade**



### **Highest qualification achieved**



### **Years of professional experience**



### Our advertisers say:

- The quality of candidates responding to CJS adverts means that I don't have to do much other advertising to get a decent shortlist for interview. Value for money second to none. (City Council)
- Very satisfied with the speed, efficiency and costs involved throughout the entire advertising process. (Government Department)
- Impressed with the promptness of the advert going onto the internet and subsequent speed of the first interest coming through on email, first enquiry came through in the afternoon of the advert being placed. (Private Zoo)
- The best response that we have received, excellent coverage. (County Council)
- We had a very good response to the advert and thank you for your assistance. (Royal Estate)

100% of advertisers in CJS Daily Online will use CJS again. \*

80% of advertisers in CJS Daily Online say the response is as good as other publications.\*

50% of advertisers in CJS Daily Online say the response is better than from other publications.\*

92% of advertisers say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2010.

### Our readers say:

- ◆ A daily routine, thank you for giving such consistently good service to environmental job hunters.
- ◆ By far the leading website for providing career opportunities in the countryside management sector.
- ◆ My first port of call when looking for a job.
- ◆ The leading conservation jobsite on the net and one renowned throughout the ecological and biological world.
- ◆ Probably the one and only site worth looking at for jobs in the conservation sector.
- ◆ The one stop shop for all environmental jobs.

## **PRESS ADVERTISING: CJS Weekly**

**First Published:** July 1994

**Availability:** On a subscription only basis.

**Readership:** 500 copies, c. 8,500 readers including every National Trust site, many RSPB and Wildlife Trust sites, university careers departments but mostly to individuals. ¾ sent electronically.

**Why choose CJS Weekly:** Offers highly targeted advertising. Is the only publication to carry free recruitment advertising in the form of Standard Linage, these are text adverts edited to the in-house style. Advert appears initially in CJS Weekly Update (main section), in following weeks as standard (free) lineage in CJS Weekly: Existing Opportunities until edition nearest the closing date, therefore, no need to pay for multiple insertions.

**Published:** Every Monday except over Christmas and New Year.

**Deadlines Booking:** For artwork only, 5pm Thursday.

**Copy:** 12 noon Friday.

**Rates:** + VAT@ standard rate

**Plain Linage** 300 words maximum £80

**Linage + Logo** 200 words plus one mono logo £95

**Enhance your free linage** add a logo to your free linage, £40

### **Full display adverts**

size	dimensions (h x w, mm)	mono cost	full colour cost	mix & match *
1/4	120 x 80	£125	£200	£155
1/2	120 x 170	£250	£400	£315
Full Page	250 x 170	£500	£800	£625

\* mix & match options. Mono advert in the paper copy, colour in the digital.

**Leaflet Inserts:** by arrangement, please phone for details.

**Online coverage:** there is no automatic online coverage with this publication.

If you book an online advert with your paid weekly advert receive a 50% discount on the price of your online advertising (online advert to be no larger than your advert in CJS Weekly).

### **Reader profile:**

**Countryside Ranger / Warden and Countryside Officer** posts are of interest to over 80% of the readership and form the main area of interest for 31%.

**Environmental Education** has is the main search for 27% and is of interest to 90% of readers.

**Ecology and biodiversity** posts are equally popular being of interest to 83% and the main focus for 42%

**Arboriculture** is of interest to over three quarters and is the main focus for 10%.

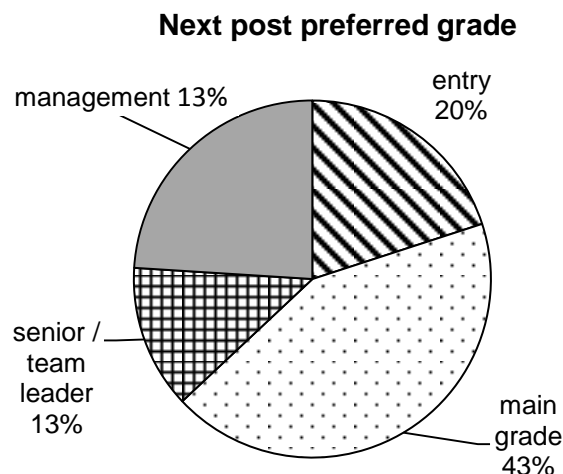
**Rights of Way and access** is the main search area for 10% and is of interest to 78% of readers.

**Zoology and working with wildlife and animals** (not research) is of interest to 80% of readers and forms the main target for 20%. Over 50% of readers have requested that we carry more animal work and wildlife vacancies.

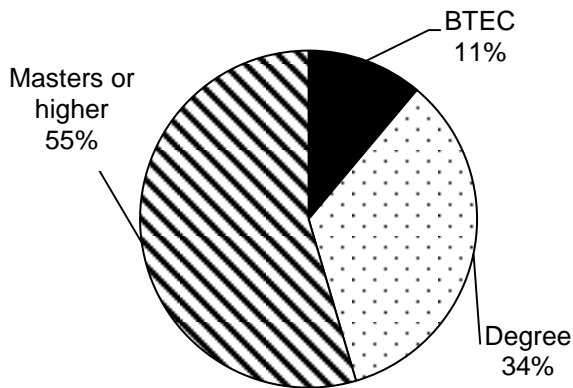
**Rural regeneration projects and schemes** are the core search area for 12% and of interest to 80% of readers.

**Research projects** covering all areas of countryside and wildlife are of interest to ¾ and form the main sector for 20%

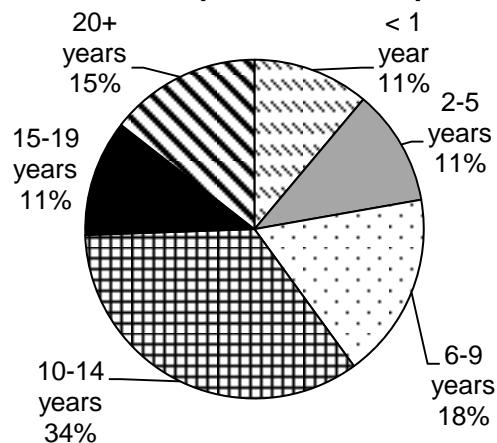
**Outdoor Education and adventure activity leadership** is an area we are adding at the request of nearly 60% of the readership



### Highest qualification achieved



### Years of professional experience



### Our advertisers say:

- We were extremely pleased with the response from our CJS advert and will definitely use it again. (private company)
- Employed a very strong candidate who responded to our CJS advert. (National conservation charity)
- Excellent service and the best option for small organisations, especially for part time and short term contracts where advertising is not always cost effective. CJS cuts out inappropriately qualified applicants. (Local biodiversity partnership)
- Excellent service, speed with which ads can be placed is a definite bonus. (FT 100 company)
- Response has been good and we have appointed good staff. (Heritage Coast)

100% of advertisers in CJS Weekly will use CJS again.\*

59% of advertisers in CJS Weekly say the response is as good as other publications.\*

41% of advertisers in CJS Weekly say the response is better than from other publications.\*

61% of advertisers say the standard of applicants from adverts in CJS is higher than average.\*

\*Replies to CJS Biennial Advertisers Satisfaction Survey 2010.

### Our readers say:

- ◆ The only source I use to look for countryside jobs - I look forward to its arrival every week.
- ◆ My career would be completely different without ten years of CJS - Thank you!!
- ◆ A great service which has served as a reliable method of securing employment for me over the last ten years. It continues to go from strength to strength.
- ◆ Very useful to all our staff, thanks for a consistent and reliable service. (a county countryside service)
- ◆ Used by everyone I know in the industry.
- ◆ A university careers services said - Greatly appreciated by all our students.

**CJS Focus** supplement to CJS Weekly, included with CJS Monthly and online in full, published periodically

February 12	Volunteer Work
June 12	Wildlife and Habitat Management
October 12	Water
February 13	Volunteers

Deadlines for CJS Focus are a week in advance, ie 10 days prior to publication, more details available closer to the date and also online.

## **PRESS ADVERTISING: CJS Monthly**

**First Published:** July 1999

**Availability:** sent as a free digital newspaper to offices and sites of relevant authorities, agencies and major conservation charities. In addition published online in full; includes full advert in CJS Daily Online. Edited details of all adverts included as Standard (Free) Linage in CJS Weekly.

**Readership:** 1200 copies sent by email.

Online: January 2011 edition 1530 page loads by 1059 unique users

Total readership c.40,000

**Why choose CJS Monthly:** Offers best value allowing you to reach all three of our audiences for the cost of just one advert.

**Published:** Second Thursday of every month

**Deadlines Booking:** 5pm Monday preceding publication

**Copy:** 12 noon Tuesday preceding publication

Please see enclosed for exact dates, or online.

**Rates:** + VAT@ standard rates

Plain Linage 300 words maximum £80

Linage + Logo 200 words plus one logo £95

### **Full display adverts**

size	dimensions (h x w, mm)	Cost
1/4	120 x 80	£135
1/2	120 x 170	£265
Full Page	250 x 170	£530

### **Enhance your advert:**

**Add to online listing- Job of the Day:** links direct to your advert. Cost £35 Sample:

**Job of the Day: Monday 1 January**

Countryside Ranger with CJS

**Job of the Day with Logo:** £60

**Extra logos:** Add your logo to your online thumbnail listing (for display adverts). Cost £40

Add your logo to your free standard linage in CJS Weekly. Cost £40

### **Our advertisers say:**

- The nearest thing to a trade paper that rangers in the UK has. (Borough Council)
- We have always filled our Countryside Ranger posts from CJS. (Borough Council)
- Very happy with your service. (Government Agency)
- It was very efficient and clearly popular with potential employees in this field. (County Council)
- Always get a good response with adverts in CJS. (Borough Council)

## **CJS Monthly Deadlines for 2011**

<b>Issue</b>	<b>Booking</b> 5pm Monday	<b>Copy</b> 12noon Tuesday	<b>Published</b>
January	9/1/12	10/1/12 VERY PROMPT!	12/1/12
February	6/2/12	7/2/12	9/2/12
March	5/3/12	6/3/12	8/3/12
April	9/4/12	10/4/12	12/4/12
May	7/5/12	9/5/12	10/5/12
June	11/6/12	12/6/12	14/6/12
July	9/7/12	10/7/12	12/7/12
August	6/8/12	7/8/12	9/8/12
September	10/9/12	11/9/12	13/9/12
October	8/10/12	9/10/12	11/10/12
November	5/11/12	6/11/12	8/11/12
December	10/12/12	11/12/12	13/12/12

## **Discounts and deals**

### **Repeat ads**

If you don't fill the post in the first round of advertising and have to re-advertise we'll give you a discount of 20% of the cost of your second advert. If you still don't manage to fill the post then we'll advertise it free of charge until you do! (online only).

### **Volunteer posts - no charge**

Standard linage in CJS Weekly AND same linage advert online.  
Enhance your listing by adding a logo for £40

### **Add an online advert to your Weekly paid advertising**

50% discount on the price of your online advert if booked at the same time as your Weekly paid advertising. NB: online advert may not be any larger than your Weekly advert.

### **Online only options:**

#### **Longer online advertising**

for adverts with extended closing dates longer runs are available at 20% of the total cost per extra week (a 20% saving over a four week period).

### **Bulk buying packages**

Buy in bulk, pay up front and receive a discounted price. Please ask us for a quote, see table below for a guide to the discounts offered.

Number of Adverts to be Placed	Length of time over which adverts are to be placed		
	4 wks	8 wks	12 wks
5	10	7.5	5
10	15	10	7.5
15	20	15	10
20	25	20	12.5
25	30	22	15

### **Terms for package deals.**

#### **Please specify repeat or multiple at time of booking.**

**Repeat adverts:** like for like adverts only, if you require a bigger advert it will be at the full price, free adverts will be online and Weekly standard linage only.

**Longer online advertising:** adverts must run concurrently with no alterations to copy.

**Bulk Deals:** size / type of adverts to be agreed and must be paid in full in advance.

Full terms and conditions of advertising are available online or on request.